

Federal Communications Commission

Small Business Market Entry Barriers Forum
under

Section 257 of the Telecommunications Act of 1996

hosted by the Office of General Counsel

and

Office of Communications Business Opportunities

GN Docket No. 96-113

September 24, 1996

1:00 - 5:00 p.m.

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Comments of William E. Barker, Panelist
President, GE Capital Communications Services, Inc.
A unit of General Electric Capital Corporation
Stamford, CT

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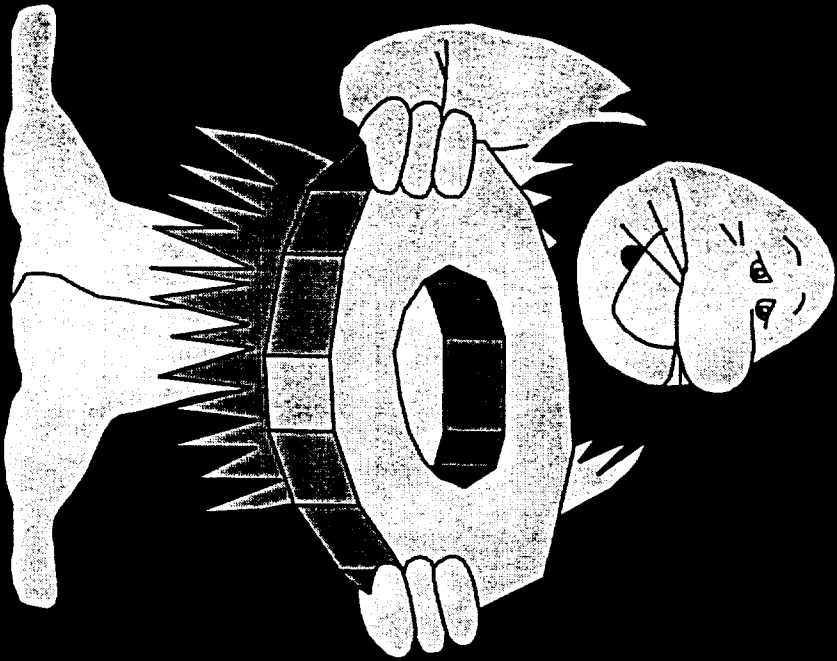
GE Capital
Global Project & Structured Finance

Presentation to:

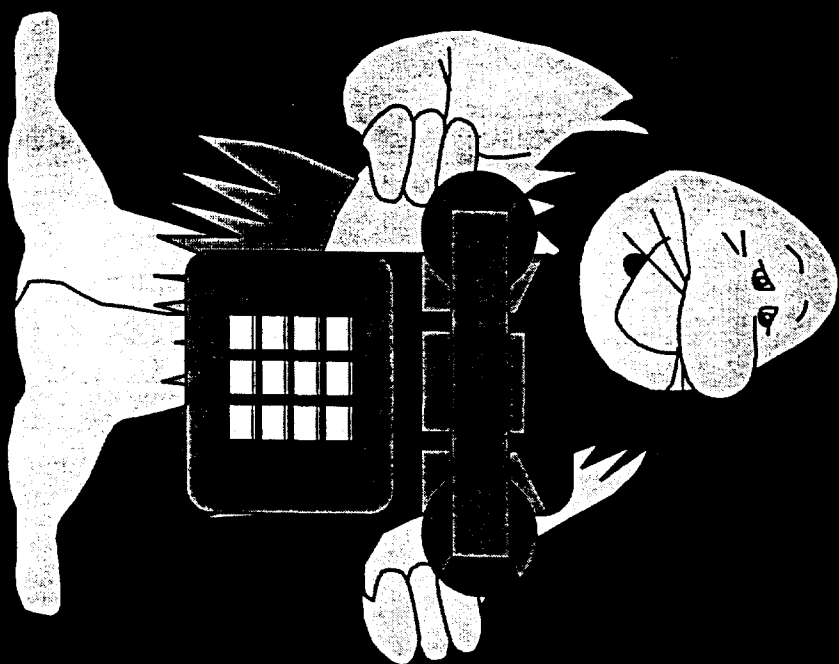
Small Business Market
Entry Barriers Forum

Panel III: Finance and Related Industries
September 24, 1996
Washington, DC

Hummmmm...



Hmmmm...

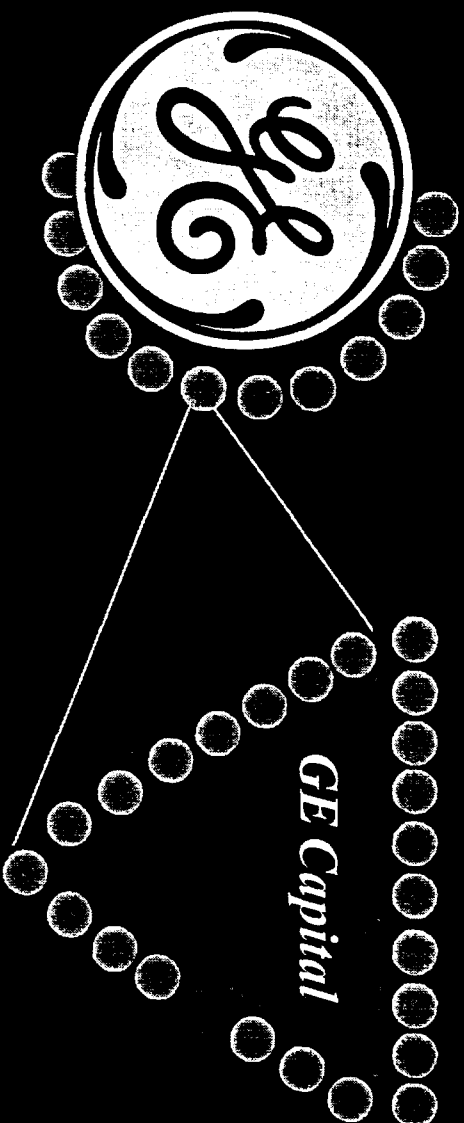


Structure of GE



- Trans. Systems
- Motors
- Electrical Dist.
 -
- Corp. Telecom
- Power Systems
- Lighting
- Appliances
 - GE Capital
- NBC
- Medical Systems
- Plastics
- Aircraft Engines
- Information Svcs.

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Specialized Financing

- Comm'l Finance
- Comm'l Real Estate
- Equity Group

Specialty Insurance

- Muni Bond Ins.
- Mortgage Ins.
- Credit Ins.
- Employers Reins.

Mid-Market Financing

- Mid Mkt'g Equipment
- Vendor Fin'l Svcs.
- Hawaiian Operations

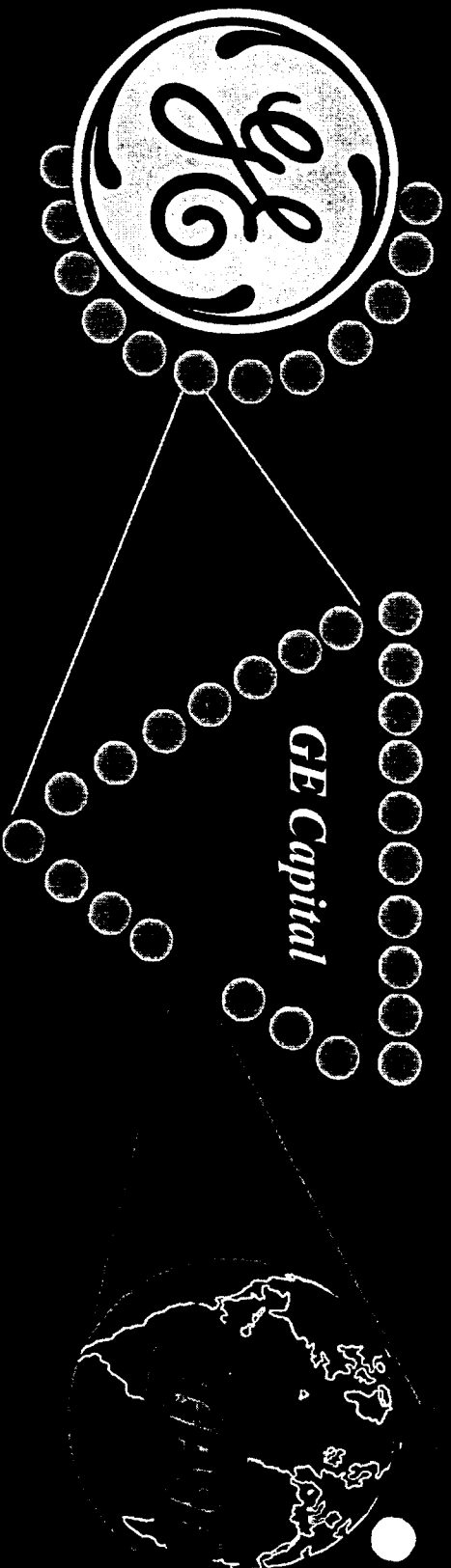
Equipment Mgt.

- Fleet Leasing
- Trailer Leasing
- GE Americom
- Railcar Services
- Computer Services
- Container Leasing
- Penske Truck Leasing
- Com'l Air Leasing
- Modular Struc. Leasing

Consumer Services

- Mortgage Services
- Annuities
- Auto Financing
- Consumer Credit Cds.
- Global Consumer Fin.

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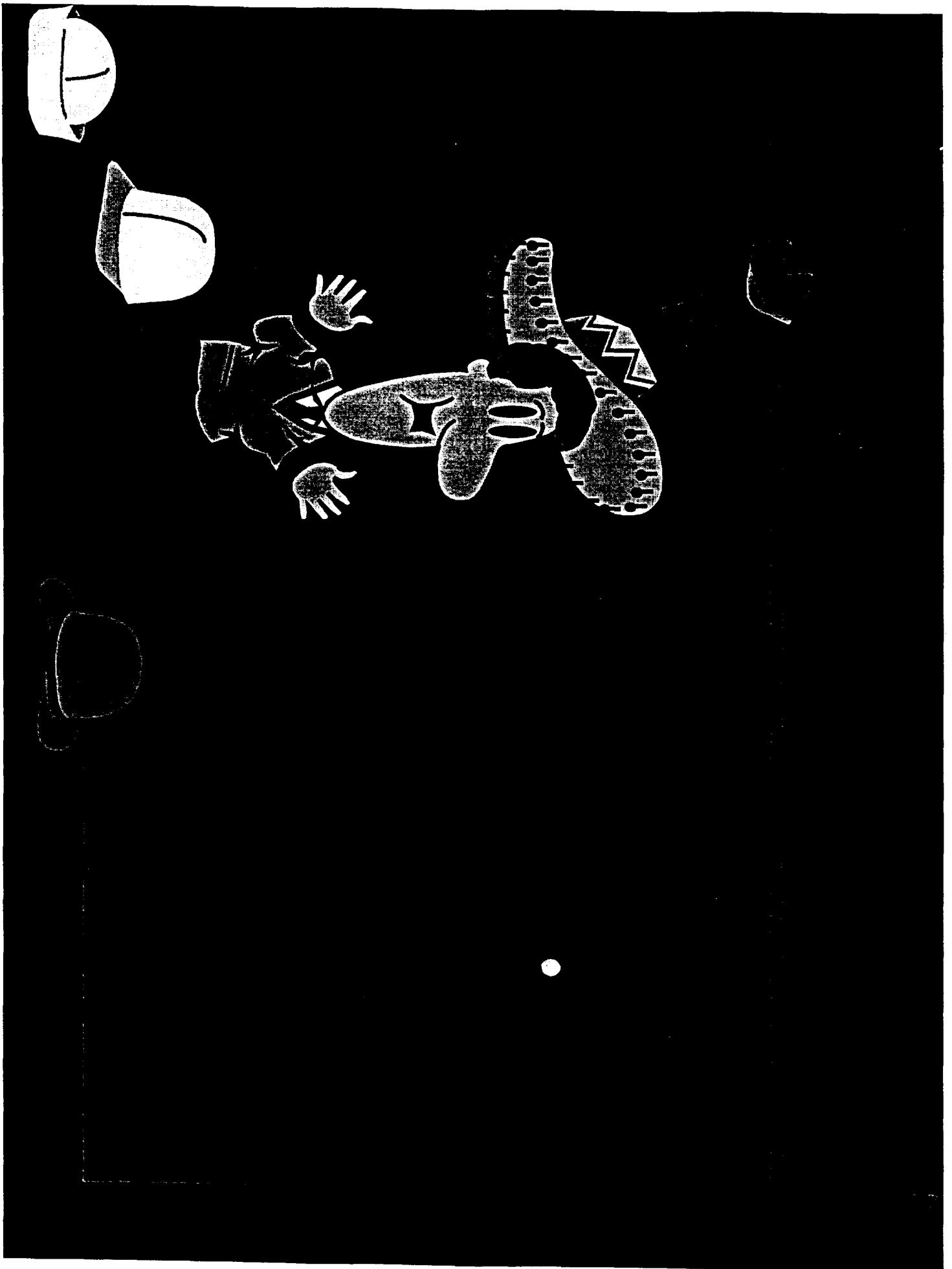
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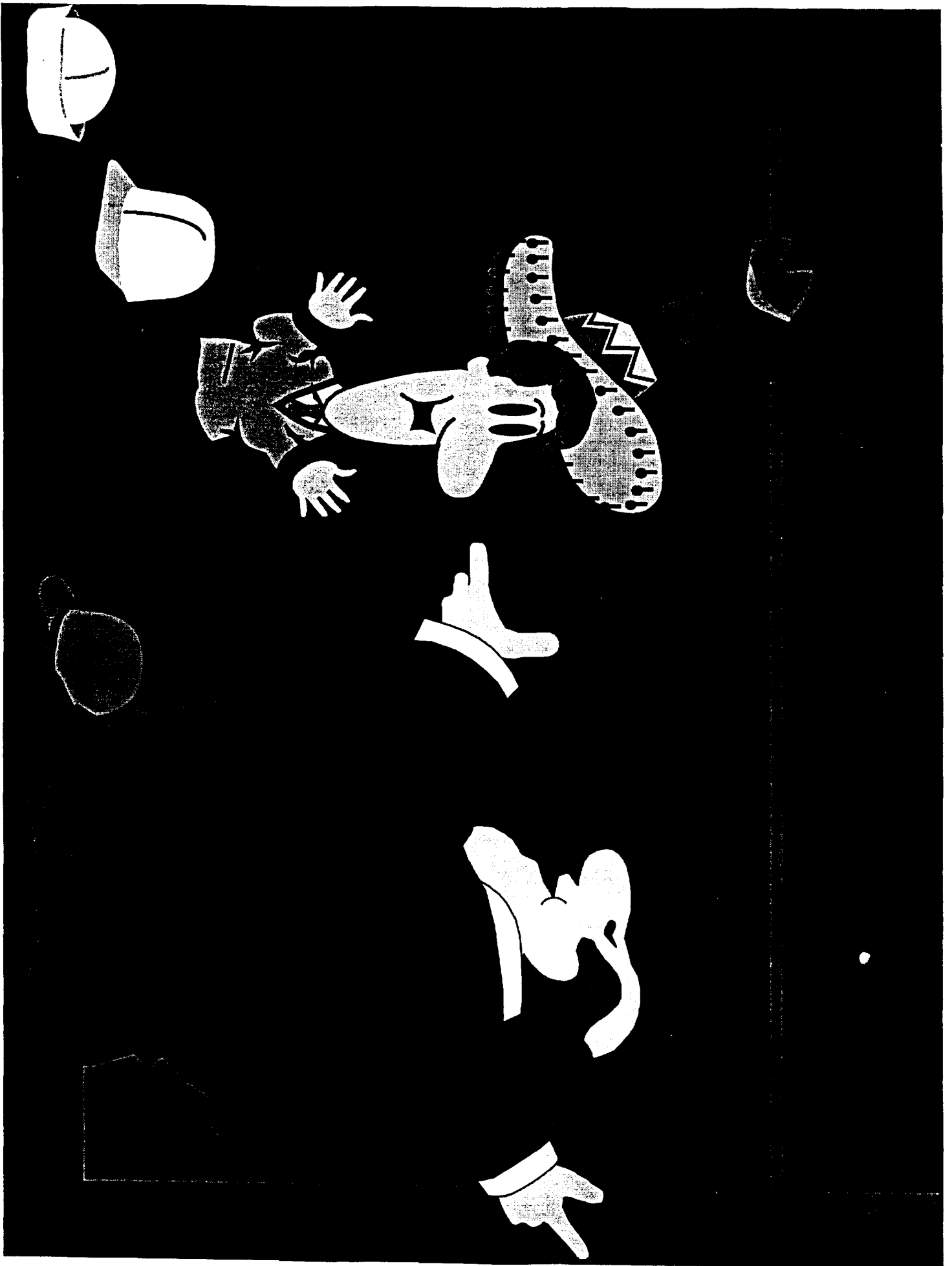
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Energy

Infrastructure

Structured Finance Capital Markets



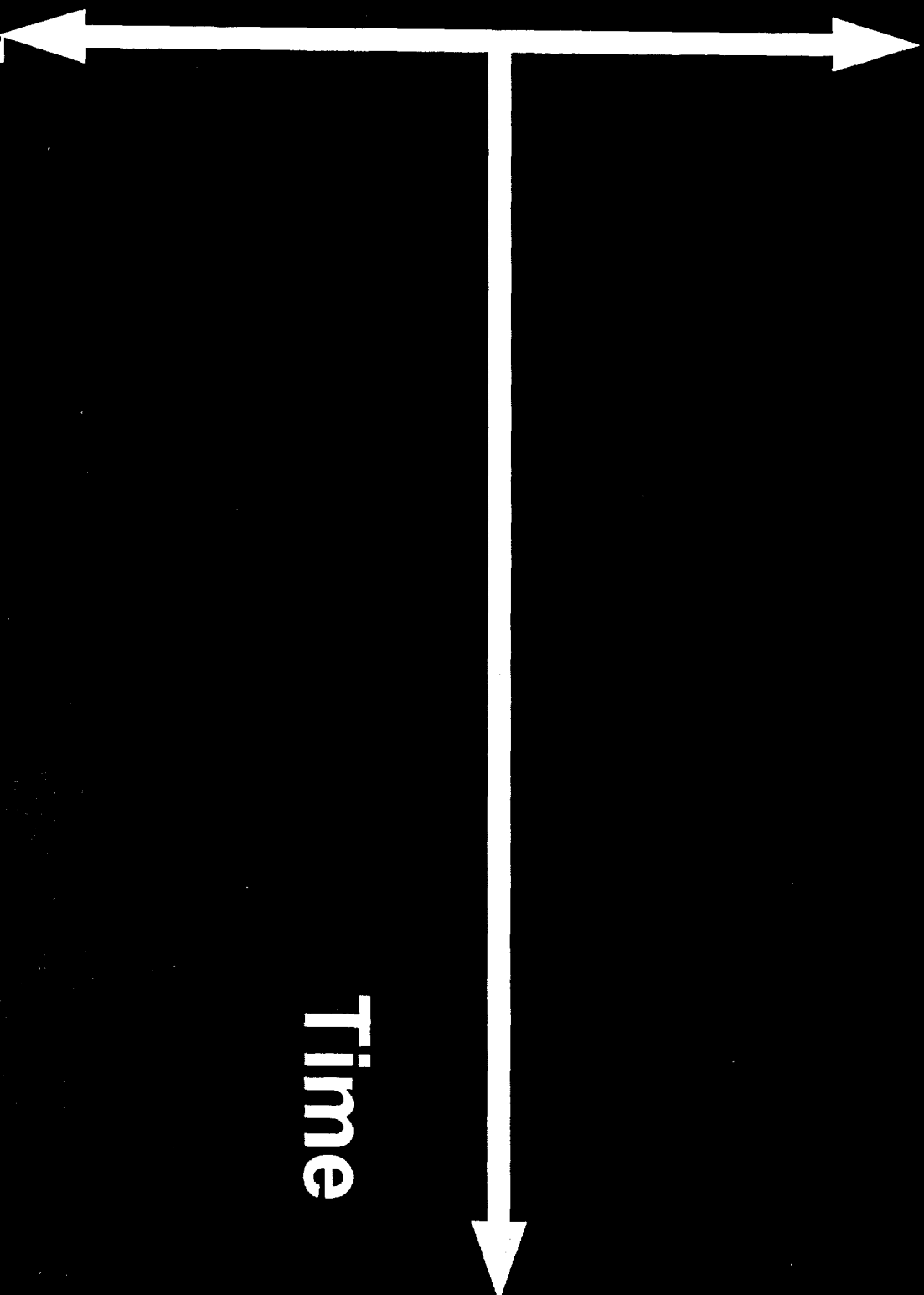




Profitable

Costly

Time



Profitable

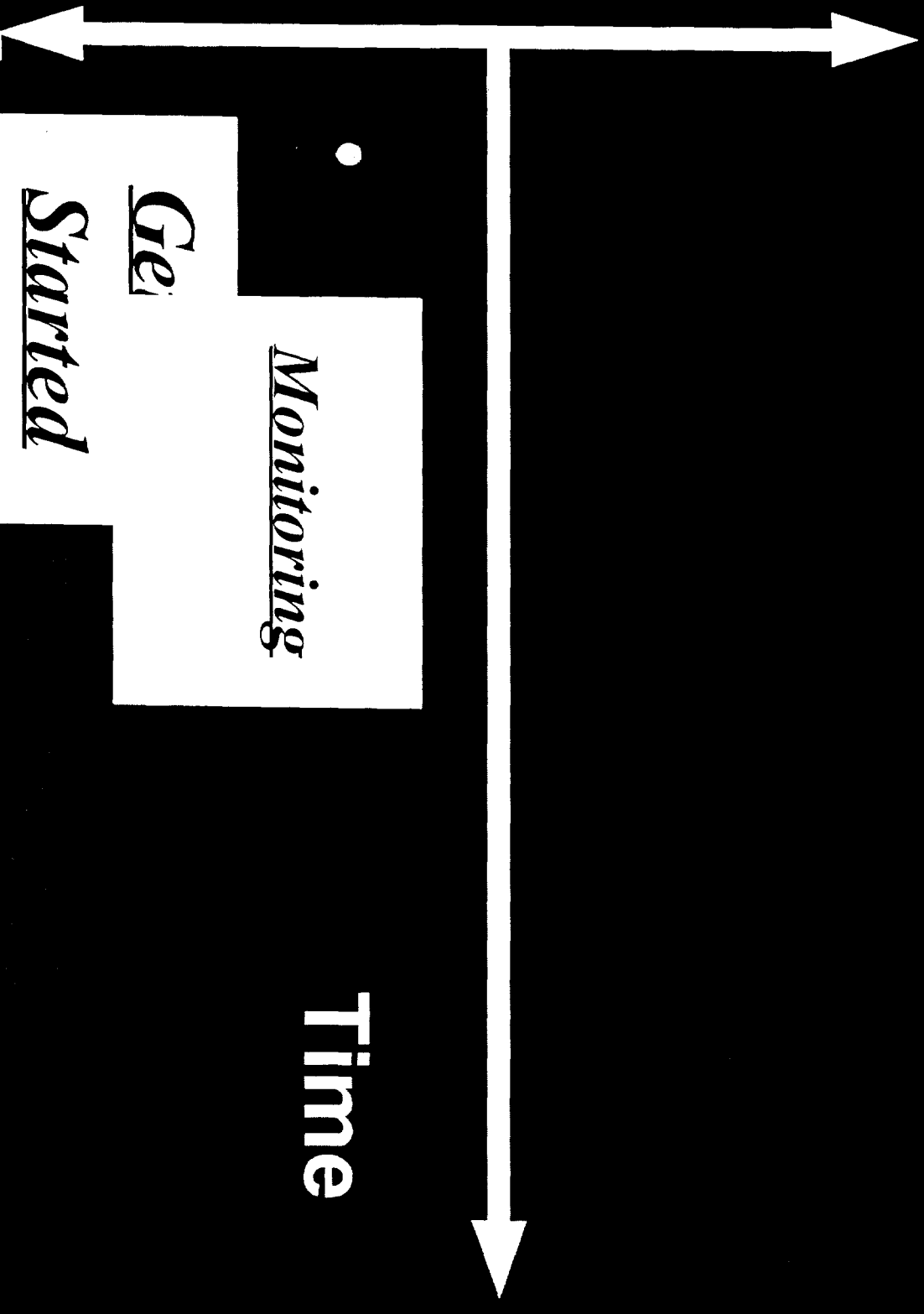
Costly

Getting
Started

Time



Profitable



Costly

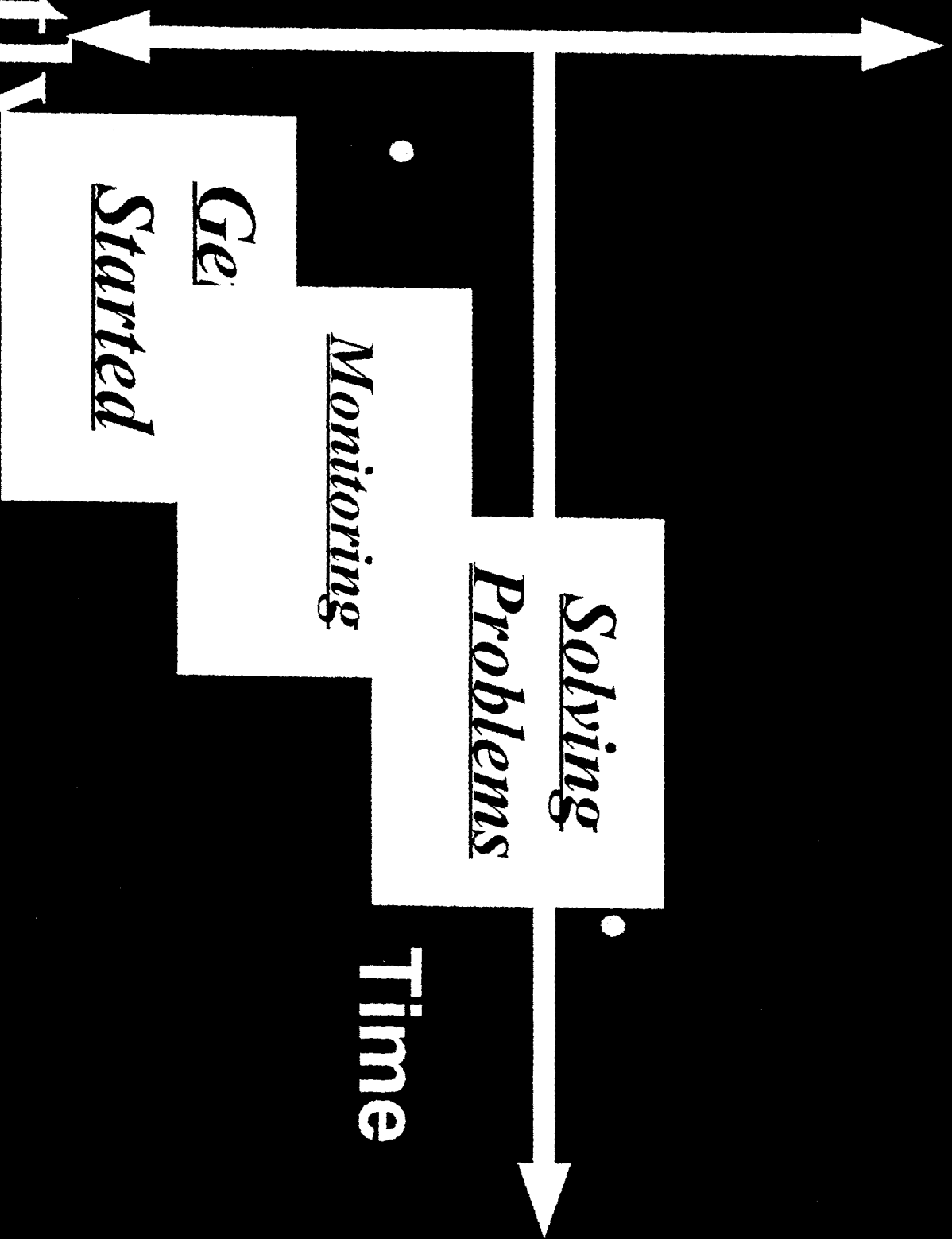
Monitoring

Get
Started

Time

Profitable

Costly



New

Product

M

Changes

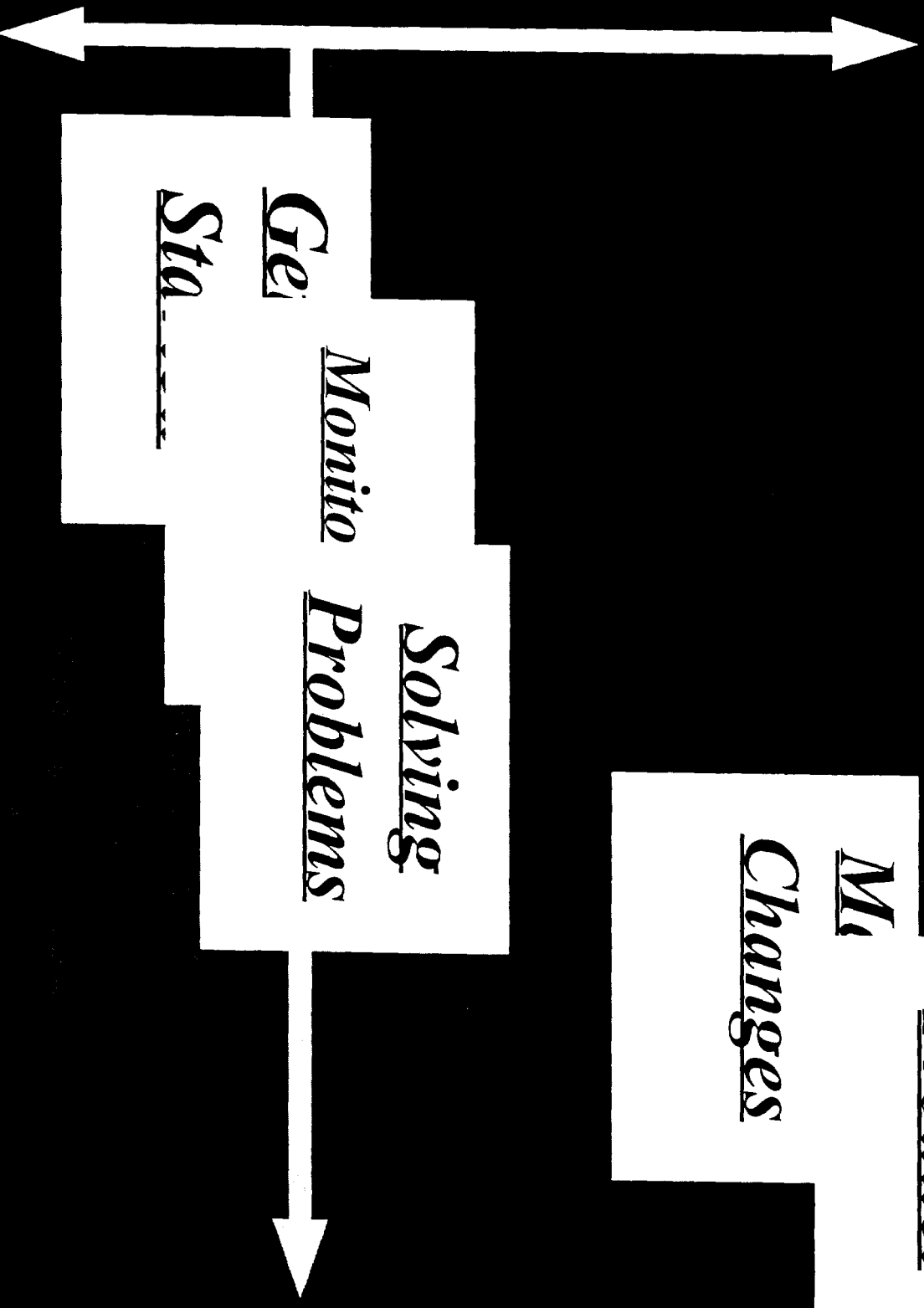
Solving

Problems

Monitor

Get

Started



Profitable

Costly



Get
Started

Monitoring

Solve
Problems

Make
Changes

New
Product

Time



Good People

- **Hired Carefully from Telecom Companies**
- **Clear Goals Established**
- **Personal Net Worth At Risk**
- **Well Articulated Plan**

Good Ideas

- New Serviced to All
PCS Providers
- GE R&D People
Confirmed
- First to Market
- Contracts